IN THE CLAIMS:

1. (Currently amended) A method of acquiring a list of prospective customers over a computer network, the prospective customer list including one or more attributes for each prospective customer on the list, the method comprising:

      receiving ~~a~~the location of the list on the computer network from a client system,

      ~~identifying the initial format of the list,~~

      retrieving the list from the location ~~on the computer network~~,

      formatting the list for storage in a database of prospective customer lists, the formatting facilitating searching and retrieval of the list and data included therein from the database, and

      storing the formatted list in the database of prospective customer lists.

2. (Original) The method of claim 1, further comprising

      receiving from the client system descriptive data concerning the list, and

      storing the descriptive data in the database.

3. (Original) The method of claim 2, wherein the descriptive data comprises at least one of a name for the list, a description of the attributes included in the list, and a privacy policy for the list.

4. (Previously Presented) The method of claim 1, wherein formatting comprises

      identifying the attributes included in the list received from the client system,

      comparing the identified attributes with database attributes, each database attribute being pre-defined by the database of prospective customer lists and having a pre-defined format.

5. (Original) The method of claim 4, further comprising

transforming the format of an identified attribute into the format of a database attribute if a match is determined between an identified attribute and a database attribute.

6. (Original) The method of claim 4, further comprising

creating a new database attribute for an identified attribute if no match is determined between the identified attribute and a database attribute.

7. (Previously Presented) The method of claim 6, wherein creating a database attribute comprises

specifying the name and the type of the new database attribute.

8. (Previously Presented) The method of claim 1, wherein formatting comprises

analyzing one or more attributes of the list to determine, for each attribute, the range of data values for the attribute.

9. (Withdrawn) The method of claim 1, wherein formatting comprises

analyzing one or more attributes of the list to determine, for each attribute, the frequency of data values for the attribute.

10. (Withdrawn) The method of claim 1, wherein formatting comprises

analyzing one or more attributes of the list to determine, for each attribute, the number of distinct data values for the attribute.

11. (Withdrawn) The method of claim 1, wherein formatting comprises

analyzing one or more attributes of the list to determine, for each attribute, the range of data values for the attribute, the frequency of data values for the attribute, and the number of distinct data values for the attribute.

12. (Original) The method of claim 1, further comprising

publishing the availability of the list from the database for purchase by a list

purchaser.

13. (Previously Presented) The method of claim 12, wherein publishing comprises

including the list in a catalog of prospective customer lists available on the database.

14. (Original) The method of claim 1, further comprising

determining usage instructions for the customer list, the usage instructions

controlling the distribution and use of the customer list by a purchaser of the list from the

database.

15. (Withdrawn) The method of claim 14, wherein the usage instructions for the customer

list are received from the client system.

16. (Original) The method of claim 14, wherein the usage instructions restrict the purchase

of the customer list from the database to specific list purchasers.

17. (Withdrawn)   The method of claim 14, wherein the usage instructions restrict the

number of times the customer list can be used by a list purchaser.

18. (Withdrawn)   The method of claim 14, wherein the usage instructions specify that

the list is to be delivered to a third party other than the list purchaser.

19. (Original) The method of claim 1, further comprising

determining the pricing instructions for the list, the pricing instructions specifying

the cost of the list to a purchaser of the list from the database.

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20. (Original) The method of claim 19, wherein the pricing instructions are received from the client system.

21. (Currently Amended)   A computer-readable storage medium encoded with processing instructions for directing a computer to:

   receive a network location of a list of prospective customers from a client system connected to the computer over a computer network, the prospective customer list including one or more attributes for each prospective customer on the list,

   ~~identify the initial format of the list,~~

   retrieve the list from the network location ~~on the computer network~~,

   format the list for storage in a database of prospective customer lists, the format facilitating searching and retrieval of the list and the data included therein from the database, and

   store the formatted list in the database of prospective customer lists.

22. (Original) The storage medium of claim 21, further comprising processing instructions for directing the computer to

   request from the client system descriptive data concerning the list, and

   store the descriptive data in the database.

23. (Currently amended)   The storage medium of claim 22, wherein the descriptive data comprises at least one of a name for the list, a description of the one or more attributes included in the list, and a privacy policy for the list.

24. (Currently amended)   The storage medium of claim 21, wherein formatting the list for storage in the database further comprises processing instructions for directing the computer to

   identify the one or more attributes included in the list received from the client system, and

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compare the identified attributes with database attributes, each database attribute being pre-defined by the database of prospective customer lists, each database attribute having a pre-defined format.

25. (Currently amended)   The storage medium of claim 24, further comprising processing instructions for directing the computer to

transform the format of an identified attribute into the format of a database attribute if a match is determined between anthe identified attribute and anthe database attribute.

26. (Currently amended)   The storage medium of claim 24, further comprising processing instructions for directing the computer to

create a new database attribute for an identified attribute if no match is determined between the identified attribute and anthe database attribute.

27. (Currently amended)   The storage medium of claim 26, wherein creating a new database attribute further comprises processing instructions for directing the computer to

specify thea name and thea type of the new database attribute.

28. (Currently amended)   The storage medium of claim 21, wherein formatting the list for storage in the database further comprises processing instructions for directing the computer to

analyze the one or more attributes of the list to determine, for each attribute, thea range of data values for the attribute.

29. (Withdrawn - currently amended)   The storage medium of claim 21, wherein formatting the list for storage in the database further comprises processing instructions for directing the computer to

analyze the one or more attributes of the list to determine, for each attribute, thea frequency of data values for the attribute.

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30. (Withdrawn - currently amended)   The storage medium of claim 21, wherein formatting the list for storage in the database further comprises processing instructions for directing the computer to

analyze the one or more attributes of the list to determine, for each attribute, thea number of distinct data values for the attribute.

31. (Withdrawn - currently amended)   The storage medium of claim 21, wherein formatting the list for storage in the database further comprises processing instructions for directing the computer to

analyze the one or more attributes of the list to determine, for each attribute, thea range of data values for the attribute, thea frequency of data values for the attribute, and thea number of distinct data values for the attribute.

32. (Currently amended)   The storage medium of claim 21, further comprising processing instructions for directing the computer to

publish thean availability of the list from the database for purchase by a list purchaser.

33. (Original) The storage medium of claim 32, wherein publishing the list further comprises processing instructions for directing the computer to

include the list in a catalog of prospective customer lists available on the database.

34. (Original) The storage medium of claim 21, further comprising processing instructions for directing the computer to

determine usage instructions for the customer list, the usage instructions controlling the distribution and use of the customer list by a purchaser of the list from the database.

35. (Withdrawn)   The storage medium of claim 34, wherein the usage instructions for the customer list are received from the client system.

36. (Currently amended)   The storage medium of claim 34, wherein the usage instructions restrict thea purchase of the customer list from the database to specific list purchasers.

37. (Withdrawn - currently amended)   The storage medium of claim 34, wherein the usage instructions restrict thea number of times the customer list can be used by a list purchaser.

38. (Withdrawn)   The storage medium of claim 34, wherein the usage instructions restrict the list to delivery to a party other than the list purchaser.

39. (Currently amended)   The storage medium of claim 21, further comprising processing instructions for directing the computer to

determine the pricing instructions for the list, the pricing instructions specifying thea cost of the list to a purchaser of the list from the database.

40. (Original) The storage medium of claim 39, wherein the pricing instructions are received from the client system.

41. (Previously Presented) The method of claim 1, further comprising:
        receiving a request from the client system to update the list,
        retrieving the list from the database,
        receiving modified data for the list from a location on the computer network,
        updating the list to include the modified data, and
        storing the updated list in the database.

42. (Original) The method of claim 41, wherein the request from the client system
identifies the location of the modified data on the computer network.

43. (Currently amended) The method of claim 41, wherein the modified data comprises
modified prospect data and updating comprises

    replacing the initial prospect data with the modified prospect data.

44. (Original) The method of claim 43, wherein the initial prospect data is completely
replaced by the modified prospect data.

45. (Withdrawn) The method of claim 41, wherein the modified data comprises new
prospect data and updating comprises

    adding the new prospect data to the initial prospect data.

46. (Withdrawn) The method of claim 41, wherein the modified data comprises modified
list data and updating comprises

    replacing the initial list data with the modified list data.

47. (Withdrawn - currently amended) The method of claim 46, wherein the modified list
data comprises at least one of data describing content of the list, data concerning thea price
of the list, data concerning thea use of the list, and data concerning thea delivery of the list
to a list purchaser.

48. (Withdrawn) The method of claim 41, wherein the modified data comprises new list
data and updating comprises

    replacing the initial list data with the new list data.

49. (Withdrawn - currently amended) The method of claim 48, wherein the new list data
comprises at least one of data describing content of the list, data concerning the price of the

list, data concerning ~~the~~a use of the list, and data concerning ~~the~~a delivery of the list to a list purchaser.

50. (Withdrawn)   A system for implementing a computerized prospect list service, the system comprising:

 a server computer hosting a prospect list service accessible via client system to a plurality of prospect list managers and a plurality of list purchasers,

 a database of information concerning prospect lists available from a plurality of list managers,

 the prospect list service including a user interface comprising controls whereby a list manager submits a list of prospects for storage in the database, the prospect list service being available via a computer network to assist a list manager in offering a prospect list for sale to a plurality of list purchasers.

51. (Withdrawn)   The system of claim 50, wherein the user interface further comprises controls whereby a list manager identifies the location on the computer network of the prospect list for submission.

52. (Withdrawn)   The system of claim 51, wherein the server computer is operable to retrieve the prospect list from the identified location on the computer network.

53. (Withdrawn)   The system of claim 50, wherein the user interface further comprises controls whereby a list manager submits descriptive data concerning the prospect list for submission and wherein the server computer is operable to store the descriptive data in the database.

54. (Withdrawn)   The system of claim 53, wherein the descriptive data comprises at least one of a name for the prospect list, a description of the attributes included in the prospect list, and a privacy policy for the prospect list.

55. (Withdrawn)   The system of claim 50, wherein the server is operable to format the submitted prospect list for storage in the database, the formatting facilitating the search and retrieval of the submitted prospect list from the database.

56. (Withdrawn)   The system of claim 55, wherein the submitted prospect list includes one or more attributes for each prospect on the list and the formatting of the prospect list includes

identifying the attributes included in the prospect list,

comparing the identified attributes with database attributes, each database attribute being pre-defined by the database of prospect lists and having a pre-defined format.

57. (Withdrawn)   The system of claim 56, wherein the formatting further comprises

transforming the format of an identified attribute into the format of a database attribute if a match is determined between an identified attribute and a database attribute.

58. (Withdrawn)   The system of claim 56, wherein the formatting further comprises

creating a new database attribute for an identified attribute if no match is determined between the identified attribute and a database attribute.

59. (Withdrawn)   The system of claim 58, wherein creating a database attribute comprises specifying the name and the type of the new database attribute.

60. (Withdrawn)   The system of claim 55, wherein the submitted prospect list includes one or more attributes for each prospect on the list and the formatting of the prospect list includes

analyzing one or more attributes of the prospect list to determine, for each attribute, the range of data values for the attribute.

61. (Withdrawn)   The system of claim 55, wherein the submitted prospect list includes one or more attributes for each prospect on the list and the formatting of the prospect list includes

analyzing one or more attributes of the prospect list to determine, for each attribute, the frequency of data values for the attribute.

62. (Withdrawn)   The system of claim 55, wherein the submitted prospect list includes one or more attributes for each prospect on the list and the formatting of the prospect list includes   analyzing one or more attributes of the prospect list to determine, for each attribute, the number of distinct data values for the attribute.

63. (Withdrawn)   The system of claim 55, wherein the submitted prospect list includes one or more attributes for each prospect on the list and the formatting of the prospect list includes   analyzing one or more attributes of the prospect list to determine, for each attribute, the range of data values for the attribute, the frequency of data values for the attribute, and the number of distinct data values for the attribute.

64. (Withdrawn)   The system of claim 50, wherein the prospect list service publishes, via the computer network, the availability of a submitted prospect list for purchase by a list purchaser.

65. (Withdrawn)   The system of claim 64, wherein publishing comprises

including the list in a catalog of prospective customer lists available on the database, wherein in the catalog is accessible via the computer network to a plurality of list purchasers.

66. (Withdrawn)   The system of claim 50, wherein the prospect list service determines usage instructions for a submitted list, the usage instructions controlling the distribution and use of the prospect list by a list purchaser.

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67. (Withdrawn)   The system of claim 66, wherein the user interface further comprises controls whereby a list manager identifies the usage instructions for a submitted prospect list.

68. (Withdrawn)   The system of claim 66, wherein the usage instructions restrict the purchase of a submitted prospect list to specific list purchasers.

69. (Withdrawn)   The system of claim 66, wherein the usage instructions restrict the number of times a submitted prospect list can be used by a list purchaser.

70. (Withdrawn)   The system of claim 66, wherein the usage instructions specify that a submitted prospect list is to be delivered to a third party other than the list purchaser.

71. (Withdrawn)   The system of claim 50, wherein the prospect list service determines pricing instructions for a submitted prospect list, the pricing instructions specifying the cost of the prospect list to a list purchaser.

72. (Withdrawn)   The system of claim 71, wherein the user interface further comprises controls whereby a list manager specifies the pricing instructions for a submitted prospect list.

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